



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

<u>Contract / Revision</u> 499786 /		<u>Alt Order #</u> 06386868
<u>Product</u> PRIOR USA ACTN :60S		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u> 1790
<u>Advertiser</u> ISS/Prior USA Act-LCV VIC		<u>Original Date / Revision</u> 11/05/12 / 11/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> TV14019	<u>Advertiser Code</u> 321	<u>Product Code</u> 340
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Mundy Katowitz Media
1322 G Street, SE
Washington, DC 20003
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 35	KVVU	10/30/12	11/06/12	Cops M-F 4-430x	M-F 4-430x		1:00			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$300.00			
Week:		11/05/12	11/11/12	-1-----				1	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	11/05/12-11/11/12	Cops M-F 4-430x	M-F 4-430x	-Tu-----	1:00		\$300.00	NM		
		See MG 36.3										
N 36	KVVU	10/30/12	11/06/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		1:00			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$300.00			
Week:		11/05/12	11/11/12	-1-----				1	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	11/05/12-11/11/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar	-Tu-----	1:00		\$300.00	NM		
		See MG 36.3										
	3	KVVU	11/05/12-11/11/12	The Dr.Oz Show	M-F 10a-11a	MTuWThF----	1:00		\$600.00	NM		
		Ⓜ MG for 35.2,36.2										
Totals											43	\$39,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/09/12	43	\$39,000.00	\$33,150.00
Totals	43	\$39,000.00	\$33,150.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP NOV5/12 16.43
CHANGES *** KVVU-TV ***

REP. # _____ OFF. # 762 SALESMAN # _____
BUYER NAME MEDIA PLACEMENT

BUYER NAME	<u>MEDIA PLACEMENT</u>
SALES PRSN	<u>PH- TERESA DIFURIA</u>

	CLASS: NATL.	LOCAL	REGIONAL
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CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	NOV5/12	16.43
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PRIORITIES USA ACTION : 60S
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY
TELEVISION INVOICES IDB#9914019

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 321 AGENCY PRODUCT CODE = 340 AGENCY EST# = 1790												
35		ES	400A-430A	60		\$300.00	10/30	10/30	0		TUE	0
35		ES	400A-430A	60		\$300.00	11/6	11/6	1		TUE	1
PROGRAM : COPS CON COM1 : COPS												

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV5/12 16.43
 *** KVVU-TV ***
 REP HEADLINE# 6386868 TRF# 499786
 \$\$\$ MOD# 1: UNAPPROVED REV #2 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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54	A		1000A-1100A	60		\$600.00	11/6	11/6	1		TUE	1
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PROGRAM : DR OZ
 ORD COM1 : SPOTS N/A. MG 'DR OZ'. PRE-BOOKED PLS APPROVE.
 THIS IS A MAKE-GOOD FOR OCT30 ON LINE-35 FOR 1 SPOT/WK
 THIS IS A MAKE-GOOD FOR OCT30 ON LINE-36 FOR 1 SPOT/WK

36	ES		430A-459A	60		\$300.00	10/30	10/30	0		TUE	0
36	ES		430A-459A	60		\$300.00	11/6	11/6	1		TUE	1

PROGRAM : FOX 5 NEWS
 CON COM1 : FOX 5 NEWS
 STATION MAKEGOOD OFFERS:
 M12 OK'D BUY#35 MISSED:TUE/400A-430A OCT30 60S \$300.00 (NOV5/12)
 BUY#36 TUE/430A-459A OCT30 60S \$300.00
 OFFER:TUE/1000A-1100A NOV6 60S \$600.00 PLS ADVISE.
 CMT:SPOTS N/A. MG 'DR OZ'. PRE-BOOKED PLS APPROVE.

NOV/12 39000.00 CONTRACT TOTAL 39000.00
 TOTAL SPOTS 43

MARKET TOTALS \$216,666 KVVU 18% KSNV 20% KLAS 23% KTNV 23% KVMY 6% KVCW 3% CABL 0%
 KTUD 7%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE